

## Amendments to the Claims

1. (Currently Amended) For an electronic system for creating and editing an electronic document, a computer-implemented method for providing electronic commerce actions, the method comprising the steps of:

automatically receiving, in a plurality of recognizer plug-ins ~~plug-in~~, a string of text of the electronic document after the entire string of text has been entered in the electronic document;

in each of the plurality of recognizer plug-ins, annotating the string of text to determine a label when ~~whether~~ the string includes any of a plurality of predetermined strings ~~in the recognizer plug-in~~;

associating each label with the string of text;

~~if so, then labeling the string of text in the electronic document with a label~~; and

providing a list of actions that may be performed to purchase a product associated with the string of text, wherein the list of actions is provided in response to a user selecting a dropdown menu associated with ~~the~~ each label.

2. (Original) The method of claim 1 wherein the plurality of predetermined strings comprises a plurality of product names.

3. (Canceled)

4. (Previously Presented) The method of claim 1 further comprising the steps of:

receiving an input indicating that one of the list of actions has been selected; and

in response, connecting a web browser associated with the electronic system to a web site associated with the selected action.

5. (Currently Amended) The method of claim 4 wherein an identifier of the user of the system is stored in association with ~~the~~ each label and wherein the method further comprises the steps of:

transmitting to the web site the identifier of the user of the system.

6. (Original) The method of claim 4 wherein an identifier of the user of the system is stored in association with the actions and wherein the method further comprises the steps of:

transmitting to the web site the identifier of the user of the system.

7. (Original) The method of claim 5 wherein in response to identifying the user providing a discount offer to the user.

8. (Currently Amended) The method of claim 1 further comprising the steps of providing a coupon for the product in the each label.

9. (Original) The method of claim 8 wherein the coupon comprises a coupon identification.

10. (Original) The method of claim 8 wherein the coupon comprises a coupon identification and a discount value and further comprising the step of sending the coupon to the web site.

11. (Original) The method of claim 10 wherein the coupon further comprises a begin date and an end date.

12. (Currently Amended) A method for providing an electronic coupon to a user of an electronic document, the method comprising the steps of:

using each of a plurality of recognizer modules to determine a number of strings in a database that match at least one string in the electronic document;

labeling the matched strings in the electronic document associated with each of the plurality of recognizer modules and providing a plurality of actions in association with the recognized strings;

determining whether the number of recognized strings exceeds a predetermined

minimum; and

if so, then providing a coupon as one of the plurality of actions.

13. (Original) The method of claim 12 wherein the strings in the database comprise names of consumer products.

14. (Currently Amended) A method for providing an affiliate program for electronic commerce, wherein a user is rewarded for referring business to a website, the method comprising the steps of:

using a each of a plurality of recognizer modules to determine in an electronic document strings that match at least one string in a database; and

applying a semantic category associated with each of the plurality of recognizer modules to each of the matched strings in the electronic document, wherein the semantic category comprises a type label identifying the type of the matched string and an affiliate number identification, wherein the affiliate number identification is associated with the user of the electronic document.

15. (Original) The method of claim 14 further comprising the steps of determining that an action associated with the semantic category has been selected and sending the affiliate number identification to the website.

16. (Currently Amended) A computer-implemented method for purchasing a plurality of items from an e-commerce retailer comprising the steps of:

identifying the plurality of items in an electronic document, wherein the step of identifying the plurality of items in an electronic document is performed by a plurality of recognizer modules on a user's computer, wherein each of the plurality recognizer modules receives the plurality of items, annotates the plurality of items to determine a label, and associates each label with the plurality of items, wherein the plurality of items are identified as matching at least one term in a product database, and wherein the plurality of items are already entered in the electronic document prior to being identified;

providing, in association with at least one of the identified plurality of items, an

action to buy all of the identified plurality of items;  
receiving an indication that the action has been selected;  
sending a list of the identified plurality of items to a website associated with the e-commerce retailer; and  
sending an indication to buy all of the identified plurality of items to a website associated with the e-commerce retailer.

17. (Canceled)

18. (Original) The method of claim ~~17~~ 16 wherein the product database is stored on the user's computer and wherein the product database comprises a list of product titles and product names found on the website associated with the e-commerce retailer.

19. (Currently Amended) A computer-implemented method for using a recommendation e-mail from an e-commerce retailer to a computer, comprising the steps of:

receiving an e-mail from the retailer, wherein the e-mail comprises a product name of a product for sale by the retailer;

cross-referencing the product name with a type label database to determine whether the product name matches at least one entry in the type label database, wherein the step of cross-referencing the product name with a type label database to determine whether the product name matches at least one entry in the type label database is performed by a plurality of recognizer modules on the computer;

if so, then labeling the product name with a type label associated with each of the plurality of recognizer modules;

cross-referencing ~~the~~ each type label with a plurality of actions to determine which actions match ~~the~~ each type label;

listing the matching actions in association with the product name to provide a user of the computer with a number of different actions.

20. (Canceled)

21. (Currently Amended) The method of claim 20 wherein the steps of cross-referencing ~~the~~ each type label with a plurality of actions to determine which actions match ~~the~~ each type label and listing the matching actions in association with the product name to provide a user of the computer with a number of different actions are performed by an action module on the computer.

22. (Currently Amended) A computer-implemented method for using a recommendation e-mail from an e-commerce retailer to a computer, comprising the steps of:

receiving an e-mail from the retailer, wherein the e-mail comprises a product name of a product for sale by the retailer and a plurality of type labels associated with the product name;

cross-referencing ~~the~~ each type label with a plurality of actions to determine which actions match ~~the~~ each type label;

listing the matching actions in association with the product name to provide a user of the computer with a number of different actions.

23. (Currently Amended) For an electronic system for creating and editing an electronic document, a computer-implemented method for providing electronic commerce actions, the method comprising the steps of:

automatically receiving, in a plurality of recognizer plug-ins, a string of text of the electronic document;

in each of the plurality of recognizer plug-ins, annotating the string of text to determine a label when ~~whether~~ the string includes any of a plurality of predetermined strings ~~in the recognizer plug-in~~, wherein the predetermined strings are a plurality of strings associated with shopping;

associating each label with the string of text;

~~if so, then labeling the string of text in the electronic document with a label~~; and

providing a list of actions associated with each label that may be performed to navigate to a retailer's website associated with the string of text.

24. (Original) The method of claim 23 wherein the plurality of strings associated with shopping comprises variants of the strings “buy” and “sell”.

25. (Original) The method of claim 23 wherein the plurality of strings associated with shopping comprises commerce-related strings.

26. (Canceled)

27. (Canceled)

28. (Currently Amended) A computer-implemented method for recognizing a product string in an electronic document, the method comprising the steps of:

in each of a plurality of recognizer program modules, determining whether a product string in the electronic document matches at least one string in a recognizer database;

if so, then labeling the product string with a semantic category associated with each of the plurality of recognizer program modules, wherein the semantic category comprises a type label and a globally unique product identifier (GUID), wherein the GUID uniquely identifies the recognition event of the product string.

29. (Canceled)

30. (Original) The method of claim 28 further comprising the steps of:

displaying a number of actions in association with the semantic category;

in response to the selection of one of the actions, sending the GUID to a website of a retailer.

31. (Original) The method of claim 30 further comprising the steps of tracking the GUID at the retailer’s website to determine the number of times the GUID has been used.